

Sharing Best Practices Webex Session
Marketing Management

April 8, 2020 2 p.m. – 2:45 p.m.

Participants:

Olivia Brown, Athens
O'Brien Arnett, Albany
Robert Leach, Atlanta
Mark Upton, Georgia Northwestern
Bill Delaney, Coastal Pines
Michelle Roach, Atlanta
Patsy Wilkerson, ?
Rebecca Blalock, Southern Regional
Wanda Benjamin, West Georgia
Micha ?
Karen Howard, TCSG
Prima Seepaul, TCSG

Karen welcomed everyone and explained the purpose of meeting, which is an open discussion for faculty to share best practices, challenges, and obtain suggestions from peers.

Open Discussion:

Faculty experience with transition to online classes this term:

Wanda: West Ga program has been online for a year.

Robert: He has been using Connect with McGraw Hill and is also using Collaborate and Blackboard to communicate with students. He set up office hours in Collaborate and conducts class with it.

Olivia: The Marketing Management and Business Management programs at Athens Tech have had problems with students transitioning to totally online classes. She conducts live Collaborate sessions to keep continuity of having face to face contact. Many students have Internet connection issues so she provides alternative assignments.

Alternative devices:

Bill: Many of Bill's students at Coastal Pines use an iPhone/Android Blackboard App. He wants a "Mock ID" to be able to see what students are see via their smartphones in order to help troubleshoot problems the students are experiencing. GVTC says there will be no Mock Student IDs. POC will contact them to see if those rules can be loosened.

Rebecca: Tried to use the app but there is no functionality for her – ready only.

Robert: Students have had issues with taking tests on the platform when using a smartphone. Depends on the strength of signal on their cellphone. May have to expand amount of time given to take tests.

Olivia: There are issues with getting laptops to students who don't have access to them in Athens.

Pass/Fail:

Mark: Students who are normally good students are failing his course due to economic issues. Pass/Fail would help to not hurt the GPA of those students. He asked if pass/fail been discussed by college administrations? Karen directed him to his VPAA.

Faculty Credentials:

Olivia: Athens Tech has been in an extended search for a full time marketing instructor. She asked what strategies other colleges have taken to overcome the expectation of 18 graduate hours in marketing as a requirement.

Wanda: West GA has one full-time instructor with a MBA in marketing. She suggested taking a look at candidates with MBAs in business and real life experience in marketing.

Mark: His masters is in Public Administration with 18 hours in marketing.

Patsy indicated that is also the case at her college.

Karen: SACSCOC requires a minimum of 18 graduate hours, but also allows colleges to utilize marketing experience as an alternative. It is a college decision and should involve IE.

Summer Term:

The faculty shared their colleges' plans for the summer term in regards to the delivery of instruction.

Conferencing Options:

O'Brian asked if anyone was using Microsoft Teams and, if so, how is that working?

Robert: Not for class, but has used it effectively for meetings.

Zoom was also discussed. Most instructors had already been informed that Zoom should not be a first choice due to security issues. Collaborate is recommended as one option.

Learning Support:

Michelle: In fall, how will we be able to handle students who will be accepted without taking college entrance exam? Should teaching strategies be changed?

Karen: College administrators are discussing strategies and should have that information available for their faculty shortly.

Next Webex Meeting:

Thursday, April 30, 2 p.m.